

**STUDENT AID AWARENESS WORK TEAM  
MEETING MINUTES  
JULY 11, 2001  
9:00 – 10:30 AM**

<b>ATTENDEES</b>
Kristine Eelkema
Linda Hall
Hazel Mingo
Heather Pacini
Carolyn Sattin
Janet Thomas

**NEXT STEPS**

<b>WHAT</b>	<b>WHO</b>	<b>BY WHEN</b>
Suggest improvements to the Status Reporting Tool	Linda	7/18/01
Provide Michele Brown a strawman proposal for the SAA budget	Team	7/18/01
Provide communications needs in one-on-one meeting with Accenture	Linda/Dena/ Hazel	7/18/01

**AGREEMENTS REACHED**

- **Start Up**
  - Reviewed the desired outcomes and agenda.
  - Reviewed the previous week's "next steps" and asked if anyone needed anything from the group to complete their assignments.
- **Status Reporting Tool**
  - The status reporting tool modifications were not completed prior to the meeting.
  - **Next Steps: Linda Hall will meet with Hazel Mingo to determine what modifications are appropriate for the status reporting tool to report out July 18, 2001.**
- **Budget Checklist**
  - Reviewed the budget checklist provided by Linda Hall and made suggestions.
  - SFA's name, Student Financial Assistance, could be changing to Federal Student Aid. Until an official name and logo are released, SAA should continue to use the Department of Education's seal.
  - There needs to be some consideration for the increasing costs of publications due to increased demand, the number of conferences for FY'02, traveling costs, etc.
  - Linda explained her thoughts of a future ad council for SFA that would include various trade associations providing their services (ie – slogans or billboards) for a limited cost.
    - Ad Council conference held in April

- Includes campaigns such as McGruff the Crime Dog and “A Mind is a Terrible Thing to Waste.”
  - There has been some discussion within SFA about placing a banner ad on the website to raise money. However, this will most likely NOT take effect considering SFA is in the public sector.
- **Next Steps: SAA will present budget to Michelle Brown by 7/18/01.**
- **Conference Checklist**
  - Reviewed the conference checklist and also brought up such considerations as the number of conferences planned for FY’02, the amount required for travel, etc.
  - DoED does have a conference planning office.
  - SAA acts as both as a participant and presenter at conferences.
- **Communication Plan**
  - Reviewed communication planning and how SAA can use this tool effectively with planning various projects.
  - Communication plans should convey the right message, from the right communicator, to the right audience, through the right channel, at the right time. It can create an environment of mutual trust and openness and ensure successful communication within the group. Communication plans provide a framework for managing & coordinating the wide variety of communication that will directly or indirectly take place within aid awareness. For example, it would be valuable to have a communication plan regarding new products/services to the partnerships that Hazel is currently working on.
  - This tool can be used to:
    - Track message to partnerships
    - Determine the best vehicle to reach key stakeholders
    - Ensure Aid Awareness provides relevant, accurate, consistent information to the organization at all times.
    - Communicate within SAA, SFA, and other external organizations
  - Communication plans include:
    - Event/Message: What is the specific communication event (e.g., team meeting)?
    - Communicator: Who will deliver the communication?
    - Audience: Who will receive the communication?
    - Vehicle/Materials: How will the communication occur (e.g., medium - Face to face, paper based, technology)? What materials are necessary?
    - Targeted Date: When will the communication occur? What is the timing for communications?
    - Feedback Mechanism: How will feedback on the communication be transmitted?
  - Principles of communication:
    - Credibility
    - Without a credible communication approach or credible communicators, individuals will simply not believe in the end goal
    - Communicators whom people trust/respect

- Visible management support
  - Face-to-face communication
  - To avoid information ‘overload’
  - Provide consistent messages
  - To repeat messages and vary mechanisms
  - Ensures buy-in to the change
  - Give information which *audience* wants, not what *you* want to tell
  - Central co-ordination
  - Manage expectations
  - Listen and act on feedback
- There was a lengthy discussion about the value of communication planning. One of the concerns addressed was the amount of documentation required by using such a tool. The purpose of the documentation is to ensure that processes are captured for Aid Awareness. The communication plan should be able to be created through a planning session and modified on an as-needed basis. It provides a framework for providing messages to key stakeholders in addition to enhancing communication within the team.
  - Hazel suggested that the group have a white board calendar to capture SAA’s monthly schedule.
  - Next Steps: Conduct one-on-one meeting to discuss communication needs of each program area with Accenture.
- **Workplan**
    - Presented a workplan to provide direction for the work to be completed by the end of September. The workplan will serve as a roadmap for the SAA/Accenture working relationship.
    - Next Steps: Accenture will provide August/September workplan with blank dates for future work.
      - SAA will review and provide suggestions of what to include in the workplan

**Due to time constraints, we did not address organization models or conduct the plus/delta exercise.**

## UPCOMING MEETINGS OF THIS TEAM

- July 18, Wednesday – 9:00-10:00 AM (Look for a message to determine what day to reschedule)

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